

ABSTRACT OF THE DISCLOSURE

An electronic apparatus includes a communication device that executes communication with an external device, an input device, a unit that selects one of  
5 a first communication mode and a second communication mode in accordance with an operation of the input device, and a unit for controlling, when the first communication mode is selected, one-way communication to transmit content data from the communication device  
10 to the external device with a first quality and for, when the second communication mode is selected, controlling two-way communication to transmit and receive content data between the communication device and the external device with a second quality, which is  
15 lower than the first quality.